

Oh my word. Can you unscramble these?

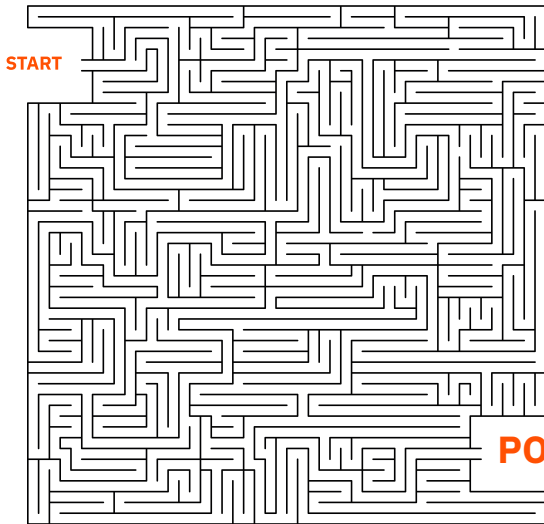
1. rspwhoeou P _ _ _ _ _
2. anclaedb B _ _ _ _ _
3. lefeixlb F _ _ _ _ _
4. nieslt S _ _ _ _
5. euufrt F _ _ _ _
6. tetniydi I _ _ _ _ _
7. uiasvlr S _ _ _ _ _

Hints:
Powerful
Balanced
Flexible
Silent
Governance
Identity
Privileged

With IBM IAM, you can achieve a strong security posture and offer your users a positive digital experience—with silent security that goes to work for you, your customers and your business.

Need to get away?

Follow the path to the IAM powerhouse.



Congratulations! You made it through the conference.

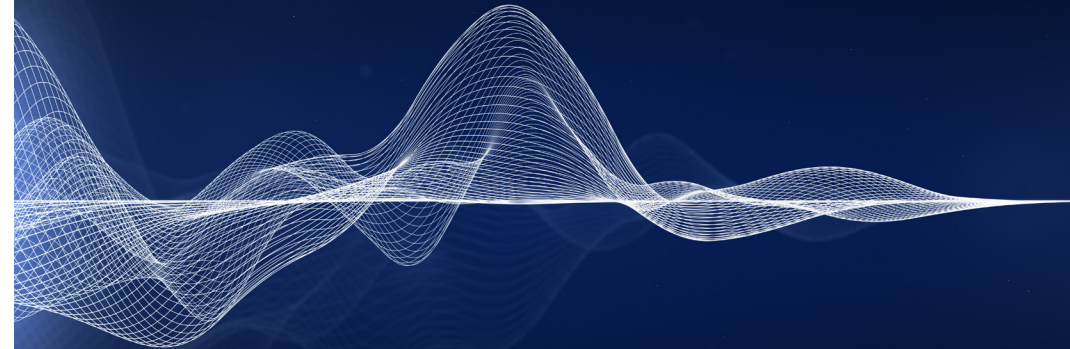
POWERHOUSE

Want to know more about how you can deliver solid IAM and an excellent digital experience? Stop by the IBM booth to learn more about IAM from IBM, or visit: ibm.com/security/services/identity-and-access-management-services/



Power through the conference with this IBM survival kit

Come on, you can do this!



**Need strong security?
Go silent.**

IAM is important—but so is surviving this conference. No worries, we've got fun stuff inside to get you through every session. Take a look!

And, find out what the ideal IAM solution should do for you.



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Long-winded session? This should keep you going.

The best IAM solution is powerful—but silent. It will manage identities for all your users across all devices and OSs. It will work behind the scenes to enable seamless access and only intervene when something is wrong. Effective. But not disruptive.

G K E Y N O T E Q V A A E F S
 O N S S O Z B F L K A G L P C
 S J I D C A G A Y Y J E B L X
 Q V U K H O V D O E L N I G C
 G L Q C R I F A I S X D S R M
 K M N R V O S F K B I A I N M
 Z U I R B T W B E X Z L V W C
 L V U P R V J T Y E S C E U J
 D S V O H A I X E B T F I N U
 J U N E L I B O M N T F C R T
 K G O H W G M A G R I Y O V K
 K J C L S L S C A C D L Z I O
 E U B Y C N O W O R U I Z E I
 Z L U R T B J S J F A E X H B
 Y Z G A S X Z N P L E V Z L Y

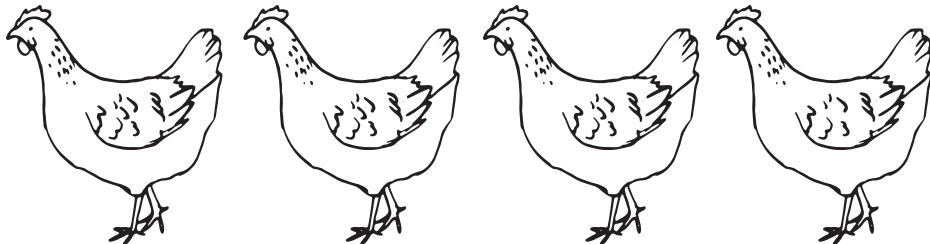
Hints:

1. The speech that kicks it off
2. What you need during a long presentation
3. Your current schedule
4. Small talk, handshakes and little snacks
5. One password, many apps
6. Your goal for this conference
7. What you are when you work out
8. Something that can't be heard
9. What you are not when sitting
10. A sign of rain to come
11. A checkup you always want to pass
12. Break you spend checking emails and returning calls

Answers:
 1. keynote
 2. coffee
 3. agenda
 4. networking
 5. SSO
 6. survival
 7. strong
 8. silent
 9. mobile
 10. cloud
 11. audit
 12. lunch

Focus on the few users who seem suspicious by leveraging intelligence from user behavior analytics (UBA). Stay out of sight of the others.

Which of these is not like the others?



Find your happy place with this guy.

Have you been able to build trust in your IAM initiative, demonstrate ROI and ensure wide adoption across your organization? If not, you're missing out.



What is this session about? It's puzzling...

A strong IAM solution should address the security gaps insiders might exploit with an integrated approach that provides clear, actionable intelligence.

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| 3 | | | | | | 8 | 9 |
| 2 | | 5 | | 7 | | 4 | |

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| 3 | 4 | 6 | 1 | 5 | 2 | 8 | 7 | 9 |
| 1 | 9 | 7 | 4 | 8 | 6 | 5 | 3 | 2 |
| 6 | 5 | 8 | 2 | 3 | 1 | 9 | 4 | 7 |
| 9 | 2 | 3 | 7 | 4 | 5 | 6 | 8 | 1 |
| 4 | 7 | 1 | 8 | 6 | 9 | 3 | 2 | 5 |
| 5 | 6 | 4 | 3 | 2 | 7 | 1 | 9 | 8 |
| 7 | 3 | 9 | 6 | 1 | 8 | 2 | 5 | 4 |
| 8 | 1 | 2 | 5 | 9 | 4 | 7 | 6 | 3 |

Answer: